



VACANCY: Marketing Manager

Reporting: Chief Executive Officer (CEO)

Location: Swakopmund Head Office, Namibia

Company: Gecko Namibia Holdings (Pty) Ltd

Gecko Namibia Holdings (Pty) Ltd is seeking a strategic and results-driven **Marketing Manager** to lead and execute the company's marketing function. This role is responsible for driving brand visibility, customer engagement, and revenue growth through the development and implementation of innovative marketing strategies.

The successful candidate will oversee digital marketing, brand management, campaigns, and content development while ensuring alignment with the company's overall business objectives.

About the Role

The Marketing Manager will be responsible for developing and executing comprehensive marketing strategies that enhance brand positioning and support business growth. The role requires strong leadership, creativity, and analytical skills to manage campaigns, digital platforms, and stakeholder engagement effectively.

This position works closely with management, internal teams, and external partners to deliver impactful marketing initiatives across multiple channels.

Key Responsibilities

Marketing Strategy & Planning

- Develop and execute **annual marketing strategies and plans** aligned with company objectives.
- Conduct **market research** to identify trends, opportunities, and competitor activity.
- Manage the **marketing budget** and ensure cost-effective campaign delivery.

Brand Management

- Maintain and strengthen the **company's brand identity** across all channels.
- Ensure consistency in **messaging, visual identity, and communication standards**.
- Oversee development of **marketing materials** such as brochures, videos, and company profiles.

Digital Marketing

- Oversee the company's **digital presence**, including website, social media, SEO/SEM, and online advertising.
- Manage and guide **content creation across platforms** (LinkedIn, Facebook, Instagram, YouTube).
- Analyse digital performance metrics to improve **engagement, reach, and conversions**.

Campaign Management

- Plan, implement, and monitor **integrated marketing campaigns** (digital, print, and events).
- Evaluate campaign effectiveness and recommend improvements.
- Coordinate with **designers, agencies, and service providers**.

Content Development

- Develop and oversee creation of **marketing content**, including articles, newsletters, press releases, and proposals.
- Manage photography, videography, and **creative direction** for campaigns and branding.

Sales Support & Lead Generation

- Support sales teams with **marketing materials and proposals**.
- Develop strategies to drive **lead generation and customer acquisition**.
- Analyse customer feedback to improve **marketing strategies and service delivery**.

Events & Public Relations

- Plan and coordinate **events, exhibitions, launches, and brand activations**.
- Build relationships with **media partners, stakeholders, and industry networks**.
- Coordinate **corporate social responsibility (CSR) communication initiatives**.

Reporting & Analytics

- Prepare **monthly marketing performance reports** and insights.
 - Track key KPIs including **engagement, leads, conversions, and brand visibility**.
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Job Specifications

- **Bachelor's Degree in Marketing, Communications, Digital Marketing, Business, or related field.**
- Postgraduate qualification or professional certification (**CIM, Digital Marketing**) will be advantageous.
- Minimum of **5–8+ years' experience in marketing management or a similar role.**
- Proven experience in **digital marketing strategies and tools.**
- Experience in **content development and brand communication.**
- Industry experience (tourism, aviation, tech, mining, or related sectors) will be advantageous.

Skills & Competencies

Technical Skills

- Strong knowledge of **digital marketing tools** (Google Ads, SEO platforms, Meta Business Suite, CRM systems).
- Proficiency in **Microsoft Office and design tools** (Canva, Adobe Suite preferred).
- Strong understanding of **analytics and reporting tools.**

Behavioral Competencies

- Strong **leadership and team coordination skills.**
- Excellent **communication and presentation abilities.**
- Creative and strategic thinker with strong organisational skills.
- Ability to manage **multiple projects and deadlines.**
- Strong problem-solving mindset with attention to detail.
- High level of **integrity, accountability, and professionalism.**

Remuneration

A **competitive remuneration package** will be offered in line with qualifications, skills, and experience.

How to Apply

If you meet the above requirements and are interested in this opportunity, please submit:

- A detailed CV
- Certified copies of qualifications
- A cover letter

Applications must be submitted via:

www.jobopportunities.net

Only shortlisted candidates will be contacted.

Closing Date

19 April 2026

Equal Opportunity Statement

Gecko Namibia Holdings (Pty) Ltd is an equal opportunity employer. Applicants from designated affirmative action groups are encouraged to apply.